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IN THE U.S. PATENT AND TRADEMARK OFFICE Patent Application and Fee Transmittal Letter

ASSISTANT COMMISSIONER FOR PATENTS Washington, D.C. 20231

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is a(n):

- (X) Utility
- () Design (X)
- original patent application,

() continuing application,

> () continuation-in-part () continuation or () divisional of S/N

INVENTOR(S): Steven O. Markel, 3031 E. Wyecliff Way, Highlands Ranch, Colorado 80126

Thomas Lemmons, 7784 S. Swaps Trail, Evergreen, CO 80439

Ian Zenoni, 759 E. Redwood Court, Highlands Ranch, Colorado 80126 TITLE: COLLECTION OF AFFINITY DATA FROM TELEVISION, VIDEO, OR SIMILAR TRANSMISSIONS

Enclosed are:

(X) Specification 20 pages, including 2 pages claims and 1 page Abstract

- (X) The Declaration and Power of Attorney. () signed (X) unsigned or partially signed
- _____ sheets of (X) formal drawings (two sets) () informal drawings (one set)
- Information Disclosure Statement and Form PTO-1449 () Associate Power of Attorney

) Priority document(s) () (Other)





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CLAIMS AS FILED BY LARGE ENTITY				
(1) FOR	(2) NUMBER FILED	(3) NUMBER EXTRA	(4) RATE	(5) TOTALS
TOTAL CLAIMS	. 6	6 - 20 = 0	X \$18	\$0
INDEPENDENT CLAIMS	2	2 - 3 = 0	X \$84	\$0
ANY MULTIPLE DEPENDENT CLAIMS			X \$280	\$0
BASIC FEE: Design (\$330); Utility (\$740)				\$740
TOTAL FILING FEE				\$740
OTHER FEES				0
TOTAL CHARGES				\$740

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Assistant Commissioner for Patents, Washington, D.C. 20231.

Attorney/Agent for Applicant(s)

Telephone No.: 970-377-6363

26 OCT 2001

Respectfully submitted,

Russell S. Krajec

Reg. No.: 48,936

Typed name: Christie Cochran